

Rep Order# 6848252 Ver# 1 Status New Traffic Order# Printed: 08/31/2012 9:12 AM 1 of 5

EC'd Yes Last Received: 08/31/2012 7:51 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm  
Advertiser ( ) CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( ) PHILADELPHIA  
Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 786 Agency C/P1/P2/E 12/11/786 Salesperson Phone# 215-567-6005  
Buyer Stephanie Maroney Flight Dates 10/16/2012 - 10/22/2012 Salesperson FAX# 215-567-5938  
Phone#  
Fax#

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 37,925  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	2	W	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/17-10/17	1	1	1	\$700.00	
	3	TH	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/18-10/18	1	1	1	\$700.00	
	4	F	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/19-10/19	1	1	1	\$700.00	
	16	TU	430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/16-10/16	1	1	1	\$200.00	
	17	W	430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/17-10/17	1	1	1	\$200.00	
	18	TH	430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/18-10/18	1	1	1	\$200.00	
	21	SA	6A-7A	WAVY NWS SAT6A	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
	22	SA	7A-8A	WAVY NWS SAT7A	:30	\$800.00	10/20-10/20	1	1	1	\$800.00	
	23	SU	6A-7A	WAVY NWS SUN6A	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	24	SU	7A-8A	WAVY NWS SUN7A	:30	\$800.00	10/21-10/21	1	1	1	\$800.00	
	25	SU	8A-9A	SUN TODAY-NBC	:30	\$1,200.00	10/21-10/21	1	1	1	\$1,200.00	

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Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/786  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	26	TU	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/16-10/16	1	1	1	\$500.00	
	27	W	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/17-10/17	1	1	1	\$500.00	
	28	TH	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/18-10/18	1	1	1	\$500.00	
	29	F	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/19-10/19	1	1	1	\$500.00	
	30	M	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
	31	TU	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/16-10/16	1	1	1	\$400.00	
	32	W	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/17-10/17	1	1	1	\$400.00	
	33	TH	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/18-10/18	1	1	1	\$400.00	
	34	F	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/19-10/19	1	1	1	\$400.00	
	35	M	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/22-10/22	1	1	1	\$400.00	
	36	TU	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/16-10/16	1	1	1	\$300.00	
	37	W	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/17-10/17	1	1	1	\$300.00	
	38	TH	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/18-10/18	1	1	1	\$300.00	
	39	F	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/19-10/19	1	1	1	\$300.00	
	40	M	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	41	TU	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/16-10/16	1	1	1	\$500.00	
	42	W	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/17-10/17	1	1	1	\$500.00	

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Fax# Hiatus Weeks

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	44	F	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/19-10/19	1	1	1	\$500.00	
	45	M	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
	46	TU	2P-3P	DOCTORS<	:30	\$200.00	10/16-10/16	1	1	1	\$200.00	
	47	W	2P-3P	DOCTORS<	:30	\$200.00	10/17-10/17	1	1	1	\$200.00	
	48	TH	2P-3P	DOCTORS<	:30	\$200.00	10/18-10/18	1	1	1	\$200.00	
	49	F	2P-3P	DOCTORS<	:30	\$200.00	10/19-10/19	1	1	1	\$200.00	
	50	M	2P-3P	DOCTORS<	:30	\$200.00	10/22-10/22	1	1	1	\$200.00	
	51	TU	3P-4P	MAURY POVICH<	:30	\$450.00	10/16-10/16	1	1	1	\$450.00	
	53	TH	3P-4P	MAURY POVICH<	:30	\$450.00	10/18-10/18	1	1	1	\$450.00	
	54	F	3P-4P	MAURY POVICH<	:30	\$450.00	10/19-10/19	1	1	1	\$450.00	
	55	M	3P-4P	MAURY POVICH<	:30	\$450.00	10/22-10/22	1	1	1	\$450.00	
	56	TU	4P-5P	ANDERSON<	:30	\$500.00	10/16-10/16	1	1	1	\$500.00	
	57	W	4P-5P	ANDERSON<	:30	\$500.00	10/17-10/17	1	1	1	\$500.00	
	58	TH	4P-5P	ANDERSON<	:30	\$500.00	10/18-10/18	1	1	1	\$500.00	
	59	F	4P-5P	ANDERSON<	:30	\$500.00	10/19-10/19	1	1	1	\$500.00	
	60	M	4P-5P	ANDERSON<	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	62	W	5P-530P	WAVY NEWS10-5<	:30	\$1,500.00	10/17-10/17	1	1	1	\$1,500.00	
	64	F	5P-530P	WAVY NEWS10-5<	:30	\$1,500.00	10/19-10/19	1	1	1	\$1,500.00	
	66	TU	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/16-10/16	1	1	1	\$1,500.00	
	68	TH	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/18-10/18	1	1	1	\$1,500.00	
	70	M	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/22-10/22	1	1	1	\$1,500.00	
	77	W	730P-8P	ACCESS HOLLYWOOD	:30	\$1,500.00	10/17-10/17	1	1	1	\$1,500.00	
	79	F	730P-8P	ACCESS HOLLYWOOD	:30	\$1,500.00	10/19-10/19	1	1	1	\$1,500.00	
	86	SA	11P-1130P	WAVY NEWS10-11	:30	\$2,000.00	10/20-10/20	1	1	1	\$2,000.00	
	87	SU	1130P-12A	SUNDAY LATE NEWS	:30	\$2,000.00	10/21-10/21	1	1	1	\$2,000.00	
	88	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	10/16-10/16	1	1	1	\$500.00	
	89	W	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	10/17-10/17	1	1	1	\$500.00	
	90	TH	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	10/18-10/18	1	1	1	\$500.00	
	91	F	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	10/19-10/19	1	1	1	\$500.00	
	92	M	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
	93	SA	1130P-1A	SAT NITE LIVE	:30	\$800.00	10/20-10/20	1	1	1	\$800.00	

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	94	M	1235A-135A	JIMMY FALLON	:30	\$150.00	10/22-10/22	1	1	1	\$150.00	
	95	SU	12A-1A	LEVERAGE	:30	\$175.00	10/21-10/21	1	1	1	\$175.00	

---REPORT TOTALS---

Report Totals: 61 / \$37,925.00

---SALES MONTHLY TOTALS---

Oct 12: 61 / \$37,925.00  
Sales Totals: 61 / \$37,925.00  
Station Totals: 61 / \$37,925.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$135,446	CATV 0%	WAVY 28%	WGNT 0%	WPXV 0%	WTKR 42%
		WTVZ 1%	WVBT 5%	WVEC 24%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE